



Diane N. Tradd
Assistant City Manager/Director

R. Eric Slagle
Director

Shaun Shanahan
Building Commissioner

MEMORANDUM

TO: Chairman William Bailey and Members of the Lowell Zoning Board of Appeals

FROM: Joseph Giniewicz, Associate Planner
Division of Development Services

CC: R. Eric Slagle, Director
Shaun Shanahan, Building Commissioner
Shawn Machado, Board Enforcement Agent
Judy Tymon, Senior Planner
Christine McCall, Assistant Planner
Dental Dreams (Applicant)

DATE: May 31, 2016

RE: 26 Wood St. – Revised Comments

PROJECT SUMMARY

The applicant has filed with the Zoning Board of Appeals for the installation of a free-standing sign for the property. The Board may recall that the site recently featured an addition onto the building which allowed the existing business, Dental Dreams to expand the business operations.

PROJECT COMMENTS

Following the Board's first meeting reviewing the petition and Development Services (DDS) review of the revised proposal, DDS offers the following comments for the Board's consideration:

1. The sign is to be located outside of an existing landscape island. The Board should have the Transportation Engineer review the proposed location in order to ensure the travel lane and parking spaces shall still function appropriately.
2. The Board may wish to consider requiring the applicant redesign the sign in the following ways:
 - a. Reverse the color scheme of the proposed signage and have a darker color background with a lighter color for lettering. This is more likely to reduce the amount of light dispelling onto adjacent property and provides a more appropriate aesthetic in conjunction with the building.
 - b. The sign should also be reduced down to 30 square feet in size. There is only one use at the property currently, so the proposed sign should conform to the requirement of the zoning ordinance.